

# LAKSHMIPRIYA S

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**IMC & Lead Generation Executive** lakshmipr92@gmail.com |

+91-9443726441 | Bangalore, India.

## CAREER SUMMARY:

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As a motivated Lead Generation Executive, I excel in identifying and nurturing business leads. Skilled in market research, prospecting, and targeted marketing, I drive new business and support sales growth. Proficient in CRM and marketing automation tools, I ensure efficient lead tracking and seamless collaboration with sales teams. My analytical and proactive approach improves lead generation strategies, helping achieve the organization's revenue goals.

## EDUCATION:

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**Bachelor of Engineering in Information Technology | May 2014**

Rajiv Gandhi College of Engineering, (Affiliated to Anna University), Chennai.

## WORK EXPERIENCE:

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**TECH PLUS MEDIA, Bengaluru. IMC**

Executive | May, 2023 - Present

**3 Axle Infra Equipment, Chennai.**

Customer Service Executive | April 2021 – May2022

**GE Money (SBI Payment & Services), Chennai.** Associate -

Customer Service | Oct 2016 – May2018

## PROJECTS HANDLED:

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**Lead Generation for Dell & Lenovo Servers and Laptop products,Zoho Events(UK)**

Engaged with targeted companies through both email and phone calls to present detailed specifications for Dell and Lenovo servers and laptops,Zoho Events (UK). Provided comprehensive information to potential clients, helping them understand the features and benefits of the products. Focused on generating leads by addressing inquiries, facilitating informed decision-making, and building strong relationships with potential customers.

**CXO Fireside Chat series**

Worked closely with industry experts to facilitate a CXO fireside chat channel. My responsibilities included coordinating and sharing meeting requests, ensuring effective communication and engagement with key stakeholders. Our goal is to support them with adequate details and resources, facilitating their participation and engagement in these events.

**Lead Generation for Online Learning program**

Collaborated closely with students to introduce and promote online courses, working alongside the team to provide comprehensive information. Responsibilities included sending emails and making phone calls to engage with students, maintaining online Google Forms for efficient data management, and developing WhatsApp groups to organize and facilitate communication. Successfully achieved targeted lead generation through these efforts.

## ROLES AND RESPONSIBILITIES

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- **Prospecting and Research:** Identify potential leads via online research, social media, and networking.
- **Personalized Outreach:** Contact customers via email, social media, and phone calls, highlighting the benefits of products and solutions.
- **Consistent Follow-Up:** Maintain regular communication to guide leads through the sales process.
- **Lead Qualification:** Evaluate and engage leads to determine their fit and interest.
- **Campaign Management:** Develop and execute lead generation campaigns, and optimize performance.
- **CRM Management:** Maintain CRM system with accurate lead information and track interactions.
- **Collaboration:** Work with sales and marketing teams to align activities and improve lead quality.

## TECHNICAL COMPETENCE

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- Strong Technical skills in Angular JS, Core JAVA.
- Knowledge in jQuery and JavaScript.
- Excellent Problem-Solving skill, Analytical and Communication skills

## TECHNICAL SKILLS

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- IDE Tools: Eclipse, Visual Studio
- Database: PL/SQL
- Languages: Core Java, Spring, Angular.
- Web Technologies: HTML, JSP, Servlets.

## PERSONAL DETAILS:

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Date of Birth : 01-April-1992

Gender : Female

Nationality : Indian

Father's Name : Sivakumar T

Marital Status : Married

Languages Known : English, Tamil

Permanent Address : Flat # 111116, Wing-11, Sobha Dream Acres, Panathur main road, Bengaluru – 560087.

## DECLARATION

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I hereby declare that the information furnished on this form is true to the best of my knowledge and belief

Place: Bengaluru

Date:

(LAKSHMIPRIYA.S)